Strategic Plan

Commonwealth of Kentucky Broadband Planning Program 2012-2014

Version 1.2 G
August 6, 2013

Table of Contents

1. Overview

With every passing year, Broadband becomes more of a necessity in the 21st century economy. Our worldwide financial system is pillared by online activity facilitated by technological advances that enable the global exchange of ideas. High speed internet enables start-up companies and large corporations alike to reach global markets that would have been inaccessible a decade ago. We are in an Information Age, where the economic reality is that without broadband access, our communities cannot grow   economically and our citizens will struggle to access the services they rely on.

The need for continued broadband growth in Kentucky is crucial. The Kentucky strategic plan was created to guide statewide efforts by the Commonwealth in support of the Broadband plans developed in five (5) regions across the State. The regional efforts were created through an open, inclusive and transparent process with all affected parties at the table. Increasing access adoption and utilization of broadband will be an essential contributor to building a stronger economy, strengthening public safety resources, improving living standards, expanding educational and healthcare opportunities, and raising the levels of civic   engagement for Kentucky citizens and businesses.

2. Background

A four-year multi-phase KY Broadband Planning Project lasting through 2014 was developed to enable realization of broadband availability, adoption and utilization in the Commonwealth of Kentucky, specifically to maximize adept use of broadband by Commonwealth citizens and businesses. Phase I of the Project -- Survey Outreach and Data Collection -- began in 2011 and continued through early 2012. The initial phase was developed to engage regional stakeholders in promoting broadband adoption and utilization, and to collect the data necessary to evaluate the state of broadband in the Commonwealth of Kentucky. Phase II of the Project -- Data Analysis, Reporting and Planning – began early 2012 with a focus on the development of broadband plans in defined regions using the data collected in Phase I, to further the goals of access, adoption or utilization of broadband service by Commonwealth citizens. The Strategic Planning Framework set the stage for a final Statewide Strategic Plan. This plan provides an overall strategic vision for the Commonwealth Office of Broadband Outreach and Development (OBOD) in support of regional Broadband planning efforts that commenced in CY Q2 2012. The Statewide Strategic Plan incorporates elements of the regional broadband plans - called Project Area Work Plans - for each of five (5) Project Areas selected during Phase II of the Project.

The National Broadband Plan envisions every American having access to affordable broadband service by the year 2020. The National Telecommunications and Information Association (NTIA) State Broadband Initiative (SBI) Grant Program Notice of Funds Availability, Docket No. 0660-ZA (July 8, 2009), defines broadband as:

"Two-way data transmission to and from the Internet with advertised speeds of at least 768 kilobits per second (kbps) downstream and at least 200 kbps upstream to end users, or providing sufficient capacity in a middle mile project to support the provision of broadband service to end users."

The Commonwealth of Kentucky Broadband Planning initiative derives from the American Recovery and Reinvestment Act (ARRA) of 2009. Funding under the SBI Program, administered by the NTIA of the U.S. Department of Commerce, supports approved Broadband projects for a five-year period until 12/31/2014. The OBOD within Kentucky Finance and Administration Cabinet is Kentucky's designated recipient for NTIA grants for the SBI and Broadband mapping and planning programs.

With the creation of the OBOD in October 2010, the Commonwealth of Kentucky made a commitment to pursue solutions for local broadband challenges in availability, adoption and utilization. Key to its efforts has been this strategic approach that positions the Commonwealth as an enabler of local and regional efforts.

Kentucky's commitment to improved broadband access, adoption and utilization is based on an understanding of the impacts that broadband has on the wellbeing of Kentucky's citizens, economy and government services. Initiatives to address the digital divide at a local level in Kentucky are key to improving the lives of all Commonwealth Citizens.

In the execution of the Data Analysis, Reporting and Planning phase of the project, the focus is on working with stakeholders and utilizing the data collected in the first phase to develop comprehensive plans in each of five targeted Project Areas. Equipped with information on un-served and underserved areas of access, broadband adoption and utilization data from statewide surveys, and with input from regional stakeholders and stakeholder groups, a thoroughly developed regional Broadband planning effort becomes the vehicle for promoting and facilitating broadband access, adoption and utilization in the Commonwealth of Kentucky.

3.   OBOD Broadband Mission Statement

To accelerate the expansion of sustainable broadband access and adoption in the Commonwealth by determining the characteristics of broadband availability and use in Kentucky, and promoting the value of broadband to improve the lives of citizens.

4. OBOD Strategic Objectives

1. Work toward improving adoption rates in the Commonwealth.
2. Work to improve trends in the growth of broadband adoption in the Commonwealth.
3. Reduce the number of citizens that currently see no value in broadband.
4. Work toward improving content provision of broadband information.
5. Promote "Customer Demand" as a key benefit to encourage broadband providers to extend their service availability farther and faster.

To achieve measurable success on the five Strategic Objectives noted above, the Commonwealth Office of Broadband Outreach and Development will continue with Statewide infrastructure and awareness initiatives and community-based broadband projects.

5. Broadband Planning Regions

To move toward a sustainable community-based broadband approach, the OBOD teamed up with the Kentucky Area Development Districts for the broadband planning phase; establishing five contiguous broadband planning *Regions* consisting of two or more Area Development Districts (ADD). The *Regions* and their boundaries were defined jointly by the ADDs and OBOD in the first week of May 2012:
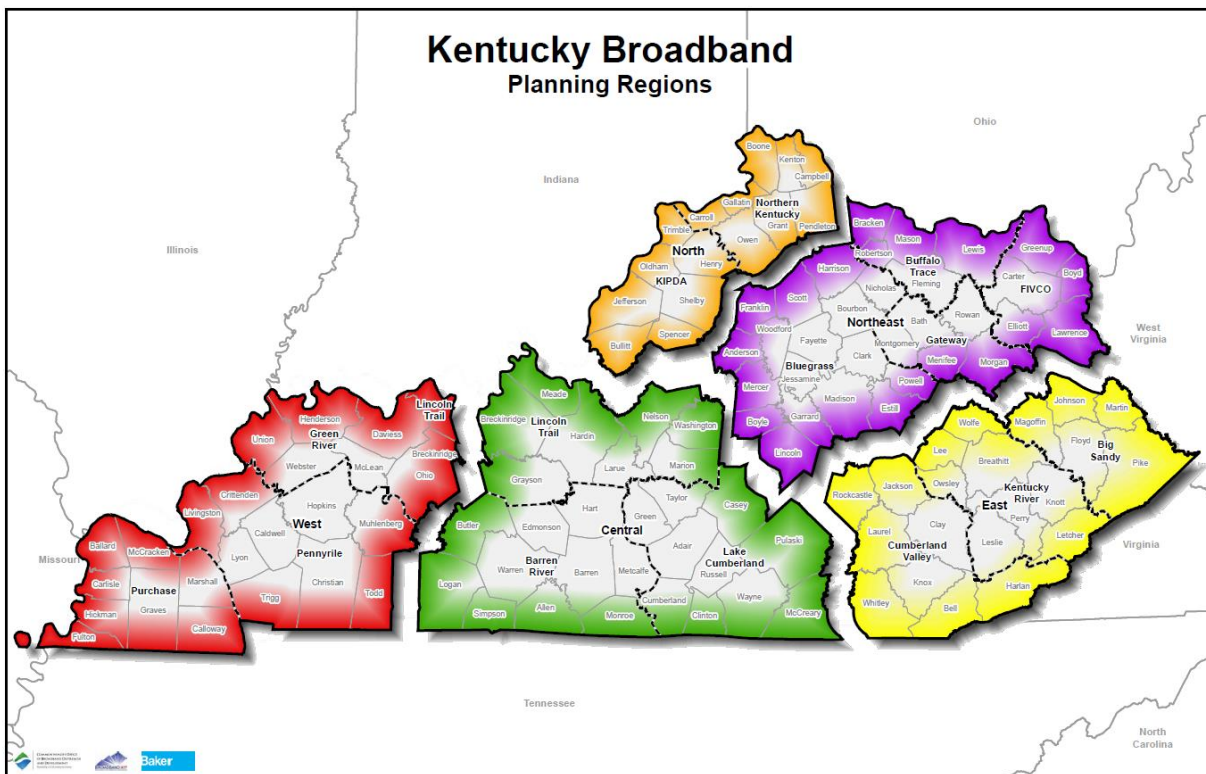
6.   Project Areas

6.1   Project Area Selection Process

Within these five regions, five specific *Project Areas* are the focus for further community based planning and outreach, from criteria by regional district leaders and community stakeholders:

1. Relative Broadband Performance (one or more of the following):
    *   Poor connectivity, based on Baker maps of un- and under-served areas
    *   Low adoption, based on recognized adoption demographic criteria
    *   Poor utilization, based on SNG DEi scores

2. Commitment and Capacity of stakeholders
    *   Commitment to participate, provide resources (leadership, stakeholders, institutional capacity)
    *   Capacity to assist in development of deliverables
    *   Capacity to follow through with broadband initiatives

3. Potential for Change
    *   Priority issues can be impacted by local and regional resources
    *   Changes are measurable, meaningful and appropriate

6.2   Project Area Priorities

Project Area *Priorities* were determined to assist in selection of the *Project Areas*. Sectors and/or geographies were examined for gaps in broadband access, adoption or utilization. Each region selected priorities for planning and outreach based on the gaps noted above. The priorities identified were as follows --

Region:	Priorities:	:
West	1) Education, 2) Household/residential Utilization	
Central	1) Creation of qualified workforce for teleworking jobs – *Region wide* 2) Availability and Reliability in rural areas – *Region wide*	
North	1) Adequate Service for Business 2) Adequate Service for Residential	
Northeast	1) Increase Broadband awareness for economic development 2) Increase utilization with small & medium sized business enterprises	
East	1) Broadband availability & adoption (Household) 2) Broadband utilization improvement in small-medium sized business	

6.3   Project Areas

The *Project Areas* selected for each region are identified as follows:

Region:	Project Areas:
East	*Communities within the Kentucky River Area Development District
West	*Communities in the Mississippi River Counties of Ballard, Carlisle, Hickman, and Fulton
Central	*Communities within the Cumberland, Barren River and Lincoln Trail Area Development Districts
North	*Communities in the Counties of Oldham, Trimble, Carroll, Henry, Owen and Gallatin
Northeast	*Communities within the Gateway, FIVCO and Buffalo Trace Area Development Districts, and Powell & Estill Counties within the Bluegrass Area Development District

7.   Scope of Work Documents for each Project Area

Project Area Scope of Work documents that include priority issues and geographic boundaries were developed for each *Project Area*. The five Scope of Work Documents for each project area are in **Appendix A**.

8.   Broadband Profiles for each Project Area

Broadband Profiles that provide detailed analysis and recommendations, focusing on issues and sectors for each of the five regions, were developed and utilized in each Project Area. The five Project Area Broadband Profiles are provided in **Appendix B**.

9.   Metrics for each Project Area

Metrics for measuring success of project execution against each region's project plan and the overall impact in the Project Area have been defined, based on the scope of work parameters, the broadband profile reports, and the subsequent Broadband Plan produced for each region. Two sets of metrics – Progress Metrics and Impact Metrics -- were developed for each regional plan as a means to track project progress and the overall impact on the Broadband availability, adoption, or utilization objectives in each plan. This provides OBOD and regional project leadership the ability to track progress and make adjustments before a project goes off track. Tracking progress also enables project leaders to keep on track, identify issues, and adjust the plan accordingly, while also providing the necessary accountability to OBOD for federal grant reporting.

The metrics for each of the Project Areas have been provided in Appendix C.

10. Action Plans for each Project Area

Final versions of Project Area Work Plans were completed after the final project area workshops in February 2013. The final Project Area Work Plans replaced the draft versions, originally located in Section 8 of each Regional Broadband Plan. The Work Plans include project goals, and specific tactics and actions for achieving project goals identifying opportunities, the benefits of each proposed broadband initiatives, and a high-level action plan for implementation if the OBOD decides to move forward with broadband projects in the specific region. The final versions of the action plans are in **Appendix D**.

11. Glossary

Included in this section are definitions for several terms appear in the Strategic Plan.

Regions The geography of Kentucky will be divided into five contiguous geographic areas called **_Regions_**, that when combined comprise the whole state. **_Regions_** will consist of two or more ADDs, with no ADD belonging to more than one **_Region_**. The **_Regions_** and their boundaries were defined jointly by the ADDs and OBOD prior to the Central Planning Session.

Projects Areas are each Region's selected areas of focus, targeted for broadband planning within each **_Region_** with no more than five total **_Project Areas_**. The **_Project Areas_** were selected during the Central Planning Session.

Project Area Scope of Work documents include priority issues and geographic boundaries defined for each **_Project Area_**. These documents were originally drafted in the Central Planning Session in May 2012.

Project Area Action Plan – An Action Plan was developed for each Project Area and includes Project Goals, identifies opportunities, benefits of proposed broadband initiatives, and high-level actions and tactics for implementation. The final **_Project Area Action Plans_** were completed after the Follow-up Project Area Workshops in February/March 2013.

Appendix A: Scope of Work Documents for each Project Area

North Region --

Wendall McCarty   Project Area Scope of Work   *Updated: 091712*

Name of Region   <u>NORTH</u>   **Name of Project Area**   <u>KIPDA/NKADD</u>

Planning and Outreach Priorities	Broadband planning and outreach priorities for this Project Area: **Bandwidth to meet world-class standards**
Project Area Boundaries	Boundaries for this Project Area: **KIPDA-NKADD** _____ **OLDHAM-TRIMBLE-Carroll-Henry-Gallitan**
Priorities (Sector/Geography)	Priority sectors and/or geographies for focus in this Project Area: **Business & Community – Adequate service**
Availability, Adoption, Utilization Gaps	Broadband availability, adoption, or utilization gaps for Project focus: **Increasing/Develop BB infrastructure along I-71 corridor**
Project Area Working Group Membership	Individuals who have agreed to be members of this Project Area Working Group: 1. Lisa Cooper, NKADD 2. Jack Couch, KIPDA 3. Drew Tilow, NKADD 4. Keith Roberts, KIPDA 5. Felicia Harper, KIPDA
Project Area Working Group Chair	Individual who has agreed to chair this Project Area Working Group: • Lisa Cooper – Jack Couch (co-Chairs)
Next Steps	Next steps and timeframes guiding the work in this Project Area: 1. Meet w/I-71 Work Group 2. Finding needs of I-71 Work Group 3. Meet w/Family Resource Centers - Schools 4. Local Chambers of Commerce

** If additional space is required, please attach additional pages to this template. **

Approved: May 31, 2012 - KY Broadband Central Planning Session _____ Jack & Lisa

Project Area Focus:

➢ Oldham, Trimble, Carroll, Henry, Gallatin, Owen
➢ Availability of advanced broadband in I-71 corridor

Project Area Profile: (Baker/SNG Team responsibility)

The project area profile will draw on data in recent reports, with specific attention paid to outlining the current availability of advanced broadband. The profile will provide criteria for exploring advanced broadband.

   o Detailed description of existing broadband infrastructure in I-71 corridor.
   o Criteria for broadband infrastructure goals and options.

Identify, contact and recruit stakeholders for Initial Planning Session (Sept)

Stakeholders Recruitment (Working Group responsibility)

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

Types of Stakeholders to be Recruited

A. Availability of advanced broadband
   - Local governments in target areas.
   - Organizations involved in I-71 planning
   - ISPs and WISPs

Logistics (Working Group responsibility, in coordination with Baker team)

a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
b) Identify how invitations will be sent out, including follow-up and registration process.
c) Other logistics: refreshments, audio-visual aids, etc.

Purpose of Initial Planning Area (IPA) Workshop in September

a) General awareness and education around broadband adoption and utilization
b) Presentation of Project Area Profile
c) Discussion and issue identification within focus area: advanced broadband in I-71 Corridor
d) Priority setting
e) Identification of general strategies for dealing with priority issues

East Region --

Eric Ogle   Project Area Scope of Work   *Updated: 091712*

Name of Region   East   **Name of Project Area:** Kentucky River Government E-services

Planning and Outreach Priorities	Broadband planning and outreach priorities for this Project Area: 1. **Adoption** 2. **Utilization**
Project Area Boundaries	Boundaries for this Project Area: **Kentucky River Area Development District** (All Counties)
Priorities (Sector/Geography)	Priority sectors and/or geographies for focus in this Project Area: **Government Services online**
Availability, Adoption, Utilization Gaps	Broadband availability, adoption, or utilization gaps for focus in this Project Area: 1. **Broad adoption issues – all need more adoption** (economics) 2. **Lee, Owsly, Magoffin, Martin, Jackson need availability** 3. **Inconsistent offerings from local government e-services**
Project Area Working Group Membership	Individuals who have agreed to be members of this Project Area Working Group: 1. **Mike Miller, Kentucky River ADD** 2. **Eunice Holland, Kentucky River ADD** 3. **John Chester, Kentucky River ADD** 4. **Sandy Runyon, Big Sandy ADD** 5. **Joe Jacobs, Big Sandy ADD** 6. **Mike Patrick, Cumberland Valley ADD** 7. **Whitney Chestnut, Cumberland Valley ADD**
Project Area Working Group Chair	Individual who has agreed to chair this Project Area Working Group: **Mike Miller, Kentucky River ADD**
Next Steps	Next steps and timeframes guiding the work in this Project Area: 1. Engage local service providers 2. Judges, mayors, chambers, econ developers, school admins 3. Local champions, the "doers" 4. Late summer – early fall 5. Continue "non-adopter" survey

Approved: May 31, 2012 - KY Broadband Central Planning Session ___Michael D. Miller___
Project Area Working Group Chair

Project Area Focus

➢ Kentucky River ADD
➢ Focus: Strategies for local governments to enhance use of the Internet to deliver public services.

Project Area Profile: (Baker/SNG Team responsibility)

The task will be to develop a project area profile, drawing on data in recent reports. Special attention will be provided to the following areas:

a) Identify characteristics of leading and lagging utilization by local governments.
b) Identify main barriers to adoption and utilization by households and small businesses.

Identify, contact and recruit stakeholders for Initial Planning Session (Sept)

Stakeholders Recruitment

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

Types of Stakeholders to be Recruited

A. Utilization by Local Governments
- Local governments
- Chambers of Commerce and similar organizations
- Services Organizations (ex: Lion's Club, Rotary, and similar)
- Non-Profits

Logistics

a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
b) Identify how invitations will be sent out, including follow-up and registration process.
c) Other logistics: refreshments, audio-visual aids, etc.

Purpose of *Initial Planning Area (IPA) Workshop* in September

a) General awareness & education around broadband availability, adoption and utilization
b) Presentation of Project Area Profile
c) Discussion and issue identification within focus area: local government utilization
d) Priority setting
e) Identification of general strategies for dealing with priority issues

West Region --

Bob Lois   Project Area Scope of Work   *Updated: 091712*

Name of Region WEST   **Name of Project Area:** MISSISSIPPI RIVER COUNTIES

Planning and Outreach Priorities	Broadband planning and outreach priorities for this Project Area: 1. **Availability** 2. **Adoption**
Project Area Boundaries	Boundaries for this Project Area: **4 Mississippi River Counties: BALLARD, CARLISLE, HICKMAN, FULTON**
Priorities (Sector/Geography)	Priority sectors and/or geographies for focus in this Project Area: 1. **Education** 2. **Household/Residential Use**
Availability, Adoption, Utilization Gaps	Broadband availability, adoption, or utilization gaps for focus in this Area: 1. **Places with no BB Availability** 2. **Limited Adoption, where there is BB** 3. **Lack of public access to broadband**
Project Area Working Group Membership	Individuals who have agreed to be members of this Project Area Working Group: 1. **Jennifer Beck-Walker, Purchase ADD** 2. **Brad Davis, Purchase ADD** 3. **Jiten Shah, Green River ADD** 4. **Sheryl Chino, Green River ADD** 5. **Chris Sutton, Pennyrile ADD** 6. **Jason Vincent, Pennyrile ADD**
Project Area Working Group Chair	Individual who has agreed to chair this Project Area Working Group: **Jennifer Beck Walker**
Next Steps	Next steps and timeframes guiding the work in this Project Area: 1. Regional Group Meeting – June 2012 2. Stakeholder Group – July 2012

** If additional space is required, please attach additional pages to this template. **

Approved: May 31, 2012 - KY Broadband Central Planning Session __Jennifer Beck Walker__
                                                    Project Area Working Group Chair

Project Area Focus

➢ 4 Purchase Counties: Ballard, Carlisle, Hickman, and Fulton
➢ Focus: Adoption, with emphasis on education system or community access "hubs"

Project Area Profile: (Baker/SNG Team responsibility)

The task will be to develop a project area profile, drawing on data in recent reports.
a) Identify predicted level and characteristics of non-adoption by households.
b) Identify main barriers to adoption and preferred means of acquiring Internet skills.
c) Analysis of education sector's role in utilizing broadband (elementary, middle, high school).
d) Identify any data on CAIs that offer availability in both served and un-served areas.

Identify/contact/recruit stakeholders for Initial Planning Session

Stakeholders Recruitment

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

Types of Stakeholders to be Recruited

A. Broadband Adoption
  - Education (K – 12)
  - CAIs (libraries, seniors' centers, others)
  - Local governments
  - Chambers of Commerce
  - Non-Profits (services/social services)
  - Service Organizations (ex: Lion's Clubs, Rotary)
B. Public Access of Broadband in Rural Areas
  - ISPs and WISPs with services in project area (4 counties)
  - Local Governments and Local Businesses

Logistics

a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
b) Identify how invitations will be sent out, including follow-up and registration process.
c) Other logistics: refreshments, audio-visual aids, etc.

Purpose of *Initial Planning Area (IPA) Workshop* in September

a) General awareness and education around broadband availability, adoption & utilization
b) Presentation of Project Area Profile
c) Discussion and issue identification within focus area: adoption/education/pub access
d) Priority setting
e) Identification of general strategies for dealing with priority issues

Northeast Region --

Bill Bates   Project Area Scope of Work   *Updated: 091712*

Name of Region: Northeast   **Name of Project Area:** SME/Entrepreneur Utilization

Planning and Outreach Priorities	Broadband planning and outreach priorities for this Project Area: 1. **Increase awareness of the benefits of Broadband for econ. development** 2. **Increase meaningful utilization among small/medium enterprises**
Project Area Boundaries	Boundaries for this Project Area: **Gateway ADD, FIVCO ADD, Buffalo Trace ADD, and c Estill and Powell counties of the Bluegrass ADD**
Priorities (Sector/Geography)	Priority sectors and/or geographies for focus in this Project Area: **Training organizations and supporting agencies for SMEs in FIVCO/BT/Gateway/parts of Bluegrass ADDs**
Availability, Adoption, Utilization Gaps	Broadband availability, adoption, or utilization gaps for focus in this Project Area: 1. **Small business adoption and use, particularly for business growth** 2. **Public Access/Availability to broadband**
Project Area Working Group Membership	Individuals who have agreed to be members of this Project Area Working Group: 1. **Jason Boggs, Gateway ADD** 2. **Gail Wright, Gateway ADD** 3. **Kevin Cornette, Buffalo Trace ADD** 4. **Amy Kennedy, Buffalo Trace ADD** 5. **Sherry McDavid, FIVCO ADD** 6. **Kelly Ward, FIVCO ADD**
Project Area Working Group Chair	Individual who has agreed to chair this Project Area Working Group: **Jason Boggs**
Next Steps	Next steps and timeframes guiding the work in this Project Area: 1. Conf. Call/buy-in consensus Monday 11 am

** If additional space is required, please attach additional pages to this template. **

Approved: May 31, 2012 - KY Broadband Central Planning Session __Jason Boggs_____
Working Group Chair

Project Area Focus

> ➤ FIVCO, Buffalo Trace, and Gateway ADDS, and Estill and Powell counties in Bluegrass ADD
> ➤ Focus: training and supports for existing and new small businesses to enhance their Internet utilization through increased digital literacy.

Project Area Profile: (Baker/SNG Team responsibility)

The task will be to develop a project area profile, drawing on data in recent reports. Special attention will be provided to the following areas:

a) Identify predicted level and characteristics of low utilization by small businesses.
b) Identify main barriers to adoption and utilization, as well as preferred means of acquiring Internet skills.
c) Identify opportunities for increased utilization by small businesses.

Identify, contact and recruit stakeholders for Initial Planning Session (Sept)

Stakeholders Recruitment

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

Types of Stakeholders to be Recruited

A. Utilization by SMEs
- Agencies supporting small businesses, especially those with a training mandate
- Local governments
- Chambers of Commerce and organizations assisting SMEs
- Service Organizations
- SBDC managers/personnel

Logistics

a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
b) Identify how invitations will be sent out, including follow-up and registration process.
c) Other logistics: refreshments, audio-visual aids, etc.

Purpose of *Initial Planning Area (IPA) Workshop* in September

a) General awareness and education around broadband adoption and utilization
b) Presentation of Project Area Profile
c) Discussion and issue identification within the focus area: small business utilization
d) Priority setting
e) Identification of general strategies for dealing with priority issues.

Central Region --

Derek Murphy   **Project Area Scope of Work**   *Updated: 091712*

Name of Region: Central   **Name of Project Area:** Regional Teleworking Opportunities

Planning and Outreach Priorities	Broadband planning and outreach priorities for this Project Area: 1. **Digital literacy growth→ creation of qualified digital workforce** 2. **Availability and Reliability, focusing on rural areas**
Project Area Boundaries	Boundaries for this Project Area: • **Lincoln Trail ADD** • **Barren River ADD** • **Lake Cumberland ADD**
Priorities (Sector/Geography)	Priority sectors and/or geographies for focus in this Project Area: 1. **Creation of a qualified workforce for teleworking jobs** 2. **Availability and Reliability in rural areas** 3. Focus region wide
Availability, Adoption, Utilization Gaps	Broadband availability, adoption, or utilization gaps for focus in this Project Area: • **Digital literacy gaps** • **Reliability and Availability gaps**
Project Area Working Group Membership	Individuals who have agreed to be members of this Project Area Working Group: 1. **Donna Diaz, Lake Cumberland ADD** 2. **Darryl McGaha, Lake Cumberland ADD** 3. **Rodney Kirtley, Barren River ADD** 4. **Wendell Lawrence, Lincoln Trail ADD** 5. **Mike Burress, Lincoln Trail ADD** 6. **Donna Diaz, Lake Cumberland ADD**
Project Area Working Group Chair	Individual who has agreed to chair this Project Area Working Group: **Darryl McGaha**
Next Steps	Next steps and timeframes guiding the work in this Project Area: 1. **Teleconference call in 2-4 weeks** 2. **ADD to confirm rep on committee** 3. **ADDs to validate**

** If additional space is required, please attach additional pages to this template. **

Approved: May 31, 2012 - KY Broadband Central Planning Session _____*no signature*_____
                                                                    Working Group Chair

Project Area Focus

➢ The three ADDS, with priority to rural areas
➢ Focus: Telecommuting opportunities, barriers, and strategies.

Project Area Profile: (Baker/SNG Team responsibility)

Special attention will be provided to the following areas:

a) Identify patterns of telecommuting in Kentucky and more specifically in the project area.
b) Identify main barriers to telecommuting, as well as preferred means of acquiring Internet skills.

Identify, contact and recruit stakeholders for Initial Planning Session

Stakeholders Recruitment

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

Types of Stakeholders to be Recruited

A. SME Internet utilization in rural areas
- Post-secondary education agencies, both private and public
- Kentucky Teleworks Program representatives
- Local WIA Directors statewide
- Other government, nonprofit, or for-profit agencies supporting telework efforts
- Chambers of Commerce and Business-related groups (Rotary)

Logistics

a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
b) Identify how invitations will be sent out, including follow-up and registration process.
c) Other logistics: refreshments, audio-visual aids, etc.

Purpose of *Initial Planning Area (IPA) Workshop*

a) General awareness and education around broadband adoption and utilization
b) Presentation of Project Area Profile
c) Discussion and issue identification within the focus area: telecommunications (both "near-shoring**1**" and within local businesses and their existing employees).
d) Priority setting
e) Identification of general strategies for dealing with priority issues

---

[1] Offshoring involves shifting work to a foreign, distant organization in order to reduce production costs. Offshoring is subject to several different constraints, however, such as time lag between the parties, differences in local employment laws and practices, and oversight. A Western European IT company, say, might outsource software writing to a company in India, which specializes in such work, to take advantage of low cost, and skilled labor with a common language, but the distance between the two means reduced face contact, therefore less control of the project, and greater vulnerability to such as Intellectual Property theft and Fraud. In contrast, Near-shoring means that the business has shifted work to a lower cost organization, but within its own region.

Appendix B: Broadband Profiles for each Project Area*

- *See five (5) attached Profile documents to this Strategic Plan
  - ➢ Project Area Profile North 4F.pdf
  - ➢ Project Area Profile_East Kentucky_f4
  - ➢ Project Area Profile_West_f4
  - ➢ Project Area Profile_Northeast_f4
  - ➢ Project Area Profile_Central_f4

Appendix C: Metrics for each Project Area

North Region -- Metrics for Tracking Progress and Impacts

An important part of any plan is developing a means to track progress and determine impacts. Without the ability to track progress, plans can go off track without stakeholders knowing why or when. Tracking progress enables project leaders to keep on track, identify issues, and adjust the plan accordingly, while also providing the necessary accountability to OBOD for federal grant reporting.

The three **Objectives** are tied to the **Recommendations** (Section 7) which are associated with Action Plan **Components** (Section 8).
1. **Building local and regional leadership & capacity**
2. **Enabling nationally competitive broadband in Commercial Areas along the I-71 Corridor**
3. **Improving broadband availability in rural residential areas**

Building Local and Regional Leadership & Capacity		
	Metric:	*Data:*
1a	Lead regional body is established and committees defined	• Creation of organizational parameters that define structure, mandate, accountability and membership. • Endorsement of group parameters is affirmed by key stakeholders.
1b	Secure Funding Sources	• Document names, contacts status of funders approached, • Status of applications submitted • Details/terms/conditions of funds secured, and status funds to be distributed
1c	Recruited key stakeholders / individuals for community leadership group(s)	• Membership of targeted leadership group identified, invited • New individuals and stakeholders recruited to the Lead Body
1d	Delivered orientation sessions	• Number of presentations and participants (# TBD)
1e	Developed tactics to leverage State Broadband Initiatives	• Submitted & approved tactical plan
1f	Established Provider sub-Committee	• Document participants, meeting frequency & issues addressed • Over time, document solution collaboration, opportunities to fill availability gaps through partnership
1g	Organized/ implemented webinars or face-to-face workshops	• Document number of presentations, community locations, participants, ongoing meetings scheduled in project area *(# TBD)*

Building Local and Regional Leadership & Capacity		
Metric:		**Data:**
1h& i	Established peer support and technical assistance program	• Document design of program, frequency of use, issues addressed, recruitment of volunteer or contractor presenters, and assess participant program impact

Enabling Nationally Competitive Broadband in Commercial Areas along the I-71 Corridor		
Metric:		**Data**
2a	Defined standards for "nationally competitive broadband"	Written statement on how to define standard of "nationally competitive broadband"
2b	Leveraging Broadband Provider sub-committee and regularly meet and discuss availability issues in project area, solicit on-going input from the group on fragmentation and demand aggregation, begin broadband-specific collaboration among project leadership and Providers to improve communication, find ways to collectively improve availability	• Document meetings, attendees, provider attendees, info exchanged, etc. • # of availability gaps by commercial area or industrial park • Identify/document competitive dynamics of provider-attendees • Document provider input on concept of "collaborative" work w/providers • Document and develop availability "package" (for target areas projects) and collective provider "work plan" for problem solving
2c	Determination of fragmentation or concentration of demand	Databases with street level data, identifying geographic patterns of target areas and levels of existing and potential demand, as well as current level of service and broadband infrastructure
2d	Action plan with contingencies based on level of resources	Written plan

Improving Broadband Availability in Rural Residential Areas		
Metric:		**Data:**
3a (1)	Completed broadband availability information kit	• Finished kit content and subsequent updated kit at periodic intervals.
3a (2)	Distribution of information kit on broadband availability and public Internet access sites to local governments and stakeholders	• Points of distribution, activity log related to community use and engagement • Number of kits distributed, plus online tracking of access to kits (if online) *(# TBD)* • Plan/prepare for v2 updates, timing, team contributors, data sources
3b	Circulation, promotion and leveraging the "eLearning Module" on community approaches to improving broadband developed by OBOD	• Number of presentations *(# TBD)* • Names of groups addressed • # of Participants, # Target Group Types, Leadership Interest, Project Interest
3c	Use of regularly planned events for local governments to promote the ideas and materials available in this plan and on the eLearning website	• Number of presentations *(# TBD)* • Names of groups addressed • # of Participants, # Target Group Types, Leadership Interest, Project Interest

Improving Broadband Availability in Rural Residential Areas	
Metric:	*Data:*
3d	Leveraging Broadband Provider sub-committee and regularly meet and discuss availability issues in project area, solicit on-going input from the group on their information package (Recommendation **3a**), begin broadband-specific collaboration among project leadership and Providers to improve communication, find ways to collectively improve availability.	• Document meetings, attendees, provider attendees, info exchanged, etc. • Document provider inputs on info package/overall use of package • # of availability gaps at the community level (areas w/community-based projects) • Identify/document competitive dynamics of provider-attendees • Document provider input on concept of "collaborative" work w/providers • Document and develop availability "package" (for areas w/community-based projects) and collective provider "work plan" for problem solving.
3e	Development and expansion of regional approaches to expanding the number of participating communities through info sharing/collaboration, peer support, and technical assistance	• # of new community initiatives launched • # and type of groups involved, total team involved • # of info "bulletins" and communication activity *(#TBD)* • # of tech assistance events or responses "logged" by lead group *(#TBD)*

Impact Metrics

Impact Metrics measure overall benefit on Internet access in the project area. This is important to OBOD for NTIA federal grant reporting purposes and for other sponsor-funders who may become part of the effort as the project progresses. Measuring and tracking impacts allows project participants to determine whether their efforts are having the anticipated effect. For funders and sponsors, impact tracking provides critical input into future policy directions and budget allocations.

> **Improved access to broadband infrastructure (both rural residential and commercial)**

Improved Access to Broadband Infrastructure	**Data**
1	# of POPs*1* and connected areas	Number of POP's – *new *expanded hrs. *expanded services *communities served in project area
2	Connectivity characteristics of services	Documented increases in *speed, *reliability, *service redundancy, *new services, *service types
3	# of new businesses served (service available)	Stat's on Broadband service coverage (e.g. premises passed or within service area)
4	# households served (service available)	Stats on broadband service coverage (e.g. households passed or within serv. area)
5	# of anchor institutions added or upgraded (by sector)	Number and type of new anchor institutions subscribing to broadband service

1: **POP** – Point of Presence

Impact Metrics may need to shift or adjust when the detailed action plan is finalized, or if any material change is made to the plan when the project commences in the region.

East Region -- Metrics for Tracking Progress and Impacts

An important part of any plan is developing a means to track progress and determine impacts. Without the ability to track progress, plans can go off track without stakeholders knowing why or when. Tracking progress enables project leaders to keep on track, identify issues, and adjust the plan accordingly, while also providing the necessary accountability to OBOD for federal grant reporting.

The three **Objectives** are tied to the **Recommendations** (Section 7) which are associated with Action Plan **Components** (Section 8).
1. **Building local and regional leadership & capacity**
2. **Improving local *e*Government Services**
3. **Enabling Broadband Availability**

Building local and regional leadership & capacity		
	Metric:	*Data:*
1a	Lead regional body is established and working groups defined	• Creation of organizational parameters that define structure, mandate, accountability and membership • Endorsement of group parameters is affirmed by key stakeholders
1b	Secure Funding Sources	• Document names, contacts status of funders approached • Status of applications submitted • Details/terms/conditions of funds secured, and status funds to be distributed
1c	Recruited key stakeholders / individuals for community leadership group(s)	• Membership of targeted leadership group identified, invited • New individuals and stakeholders recruited to the Lead Body
1d	Delivered orientation sessions	• Number of presentations and participants (# TBD)
1e	Developed tactics to leverage State Broadband Initiatives	• Submitted & approved tactical plan
1f	Established Provider sub-Committee	• Document participants, meeting frequency & issues addressed • Over time, document solution collaboration, opportunities to fill availability gaps through partnership
1g	Organized/ implemented webinars or face-to-face workshops	• Document number of presentations, community locations, participants, ongoing meetings scheduled in project area *(# TBD)*
1h & i	Established peer support and technical assistance program	• Document design of program, frequency of use, issues addressed, recruitment of volunteer or contractor presenters, and assess participant program impact.

Improving Local e-Gov't: *Online Payment*

	Metrics:	Data
2.1a	Defined requirements and framework for assessing options	Document requirements and framework for assessing options
2.1b	Defined options for a collaborative online payment system	Production of written assessment, including options and recommendations
2.1c	Determination of commitment to proceed with ePayment system	Formal decision on proceeding with *e*Payment system

Improving Local e-Gov't: *Online Portal*

	Metrics:	Data
2.2a	Establishment of working group with community participation	Document commitment and membership of working group
2.2b	Identification and assessment current online resources in the KRADD Region, as well as identification of issues, gaps, and opportunities for a stronger local e-government presence	Document current status and produce a written assessment
2.2c	Solicitation of community input and interest. Identification of possible barriers and approaches to ensure broad community use of any enhanced online presence supported or managed by local government	• Document process for soliciting public input • Document and summarize public input
2.2d	Recommendations to regional broadband body regarding the desirability and direction of a Regional Online Portal for e-Government.	Document recommendations and response by local and regional government entities

Enabling Broadband Availability

	Metric:	*Data:*
3a (1)	Completed broadband availability information kit	• Finished kit content and subsequent updated kit at periodic intervals.
3a (2)	Distribution of information kit on broadband availability and public Internet access sites to local governments and stakeholders	• Points of distribution, activity log related to community use and engagement • Number of kits distributed, plus online tracking of access to kits (if online) *(# TBD)* • Plan/prepare for v2 updates, timing, team contributors, data sources
3b	Circulation, promotion and leveraging the "eLearning Module" on community approaches to improving broadband developed by OBOD	• Number of presentations *(# TBD)* • Names of groups addressed • # of Participants, # Target Group Types, Leadership Interest, Project Interest

Improving Local e-Gov't: *Online Portal*

	Metrics:	Data
3c	Use of regularly planned events for local governments to promote the ideas and materials available in this plan and on the eLearning website	• Number of presentations *(# TBD)* • Names of groups addressed • # of Participants, # Target Group Types, Leadership Interest, Project Interest
3d	Leveraging Broadband Provider sub-committee and regularly meet and discuss availability issues in project area, solicit on-going input from the group on their information package (Recommendation **a**), begin broadband-specific collaboration among project leadership and Providers to improve communication, find ways to collectively improve availability	• Document meetings, attendees, provider attendees, info exchanged, etc. • Document provider inputs on info package/overall use of package • # of availability gaps at the community level (areas w/community-based projects) • Identify/document competitive dynamics of provider-attendees • Document provider input on concept of "collaborative" work w/providers • Document and develop availability "package" (for areas w/community-based projects) and collective provider "work plan" for problem solving.
3e	Development and expansion of regional approaches –growth of base of participating communities, info sharing/collaboration, peer support, technical assistance	• # of new community initiatives launched • # and type of groups involved, total team involved • # of info "bulletins" and communication activity *(#TBD)* • # of tech assistance events or responses "logged" by lead group *(#TBD)*

Impact Metrics

Impact Metrics measure overall benefit on Internet access and utilization in the project area. This is important to OBOD for NTIA federal grant reporting purposes and for other sponsor-funders who may become part of the effort as the project progresses. Measuring and tracking impacts allows project participants to determine whether their efforts are having the anticipated effect. For funders and sponsors, impact tracking provides critical input into future policy directions and budget allocations.

➢ **Improved local e-Government**
➢ **Enabled broadband availability – Rural**

Improved local e-Government	Data
1 Establishment of local government ePayment system	• Number of new local government services utilizing system *(# TBD)*
2 Establishment of larger local government online presence	• Number of new online components on existing or new local government websites *(# TBD)*
3 Increased public use of local e-Gov services and online presence	• Number of financial transactions over time (1 to 5 year period) *(# TBD)* • Online analytics that document access of local e-Gov by public

	Enabled Broadband Availability – Rural	Data
1	# of POPs*1* and connected areas	Number of POP's – *new *expanded hrs. *expanded services *communities served in project area
2	Connectivity characteristics of services	Documented increases in *speed, *reliability, *service redundancy, *new services, *service types
3	# of new businesses served (service available)	Stat's on Broadband service coverage (e.g. premises passed or within service area)
4	# households served (service available)	Stats on broadband service coverage (e.g. households passed or within serv. area)
5	# of anchor institutions added or upgraded (by sector)	Number and type of new anchor institutions subscribing to broadband service

1: **POP** – Point of Presence

Impact Metrics may need to shift or adjust when the detailed action plan is finalized, or if any material change is made to the plan when the project commences in the region.

West Region -- Metrics for Tracking Progress and Impacts

An important part of any plan is developing a means to track progress and determine impacts. Without the ability to track progress, plans can go off track without stakeholders knowing why or when. Tracking progress enables project leaders to keep on track, identify issues, and adjust the plan accordingly, while also providing the necessary accountability to OBOD for federal grant reporting.

The three **Objectives** are tied to the **Recommendations** (Section 7) which are associated with Action Plan **Components** (Section 8).

1. **Building local and regional leadership & capacity**
2. **Enabling Broadband Availability**
3. **Improving Internet Access**

Building local and regional leadership & capacity		
	Metric:	*Data:*
1a	Lead regional body is established and committees defined	• Creation of organizational parameters that define structure, mandate, accountability and membership. • Endorsement of group parameters is affirmed by key stakeholders.
1b	Secure Funding Sources	• Document names, contacts status of funders approached, • Status of applications submitted • Details/terms/conditions of funds secured, and status funds to be distributed
1c	Recruited key stakeholders / individuals for community leadership group(s)	• Membership of targeted leadership group identified, invited • New individuals and stakeholders recruited to the Lead Body
1d	Delivered orientation sessions	• Number of presentations and participants (# TBD)
1e	Developed tactics to leverage State Broadband Initiatives	• Submitted & approved tactical plan
1f	Established Provider sub-Committee	• Document participants, meeting frequency & issues addressed • Over time, document solution collaboration, opportunities to fill availability gaps through partnership
1g	Organized/ implemented webinars or face-to-face workshops	• Document number of presentations, community locations, participants, ongoing meetings scheduled in project area *(# TBD)*
1h & i	Established peer support and technical assistance program	• Document design of program, frequency of use, issues addressed, recruitment of volunteer or contractor presenters, and assess participant program impact.

Enabling Broadband Availability	
Metric:	*Data:*
2a (1)	Completed broadband availability information kit	• Finished kit content and subsequent updated kit at periodic intervals.
2a (2)	Distribution of information kit on broadband availability and public Internet access sites to local governments and stakeholders	• Points of distribution, activity log related to community use and engagement • Number of kits distributed, plus online tracking of access to kits (if online) *(# TBD)* • Plan/prepare for v2 updates, timing, team contributors, data sources
2b	Circulation, promotion and leveraging the "eLearning Module" on community approaches to improving broadband developed by OBOD	• Number of presentations • Names of groups addressed • # of Participants, # Target Group Types, Leadership Interest, Project Interest
2c	Use of regularly planned events for local governments to promote the ideas and materials available in this plan and on the eLearning website	• Number of presentations *(# TBD)* • Names of groups addressed • # of Participants, # Target Group Types, Leadership Interest, Project Interest
2d	Leveraging Broadband Provider sub-committee and regularly meet and discuss availability issues in project area, solicit on-going input from the group on their information package (Recommendation **a**), begin broadband-specific collaboration among project leadership and Providers to improve communication, find ways to collectively improve availability.	• Document meetings, attendees, provider attendees, info exchanged, etc. • Document provider inputs on info package/overall use of package • # of availability gaps at the community level (areas w/community-based proj's) • Identify/document competitive dynamics of provider-attendees • Document provider input on concept of "collaborative" work w/providers • Document and develop availability "package" (for areas w/community-based projects) and collective provider "work plan" for problem solving.
2e	Development and expansion of regional approaches –growth of base of participating communities, info sharing/collaboration, peer support, technical assistance	• # of new community initiatives launched • # and type of groups involved, total team involved • # of info "bulletins" and communication activity *(#TBD)* • # of tech assistance events or responses "logged" by lead group *(#TBD)*

Improving Internet Access	
Metric:	*Data:*
3a	Expansion of Lead Body members specifically interested in Internet Access Sites	• Number of leadership and committee group members w/focus on IAC initiative *(#TBD)* • # of initiatives initiated/in-progress *(#TBD)* • Focus areas of group – geographic, programmatic
3b	Detailed action plan for low *and* high levels of efforts	• Completion of plan with specific actions and tactics

Improving Internet Access	
Metric:	*Data:*
3c	Survey of existing sites	- Set survey completion goals, team rolls & goals - Periodic team calls and status reports - Document # of surveys completed, data results *(#TBD)* "Map" results
3d	Organization of regional workshops for existing public Internet access sites	- Program types (according to target groups served) - Number of workshops and # of attendees, # of workshops by type *(#TBD)* Completed "feedback" forms from attendees
3e	Identification of potential new Wi-Fi hot spots where access centers are not viable.	- ID # of new hot spots initiatives launched at the community level *(#TBD)* - Identification of new hot spots locations completed and population served - Document broader outreach to communities in the project area for developing new hot spot initiatives - Document provider engagement in the local area
3f	Recruitment of locally based groups that work with target groups	# and type of support groups engaged or established in each community *(#TBD)*
3g	Establishment of new programming	Number of new programs, program types, target group served, # participants. *(#TBD)*
3h	Assessment of alternative approaches to public Internet access	Document status of each alternative -- feasibility, dependencies, implementation timeline, team input, next-steps and follow-up.

Impact Metrics

Impact Metrics measure overall benefit on Internet access and utilization in the project area. This is important to OBOD for NTIA federal grant reporting purposes and for other sponsor-funders who may become part of the effort as the project progresses. Measuring and tracking impacts allows project participants to determine whether their efforts are having the anticipated effect. For funders and sponsors, impact tracking provides critical input into future policy directions and budget allocations.

- ➢ **Improved access to broadband infrastructure – Rural**
- ➢ **Increased Internet skills, adoption, and utilization in target groups**

	Improved Access to Broadband Infrastructure – Rural	Data
1	# of POPs*1* and connected areas	Number of POP's – *new *expanded hrs. *expanded services *communities served in project area
2	Connectivity characteristics of services	Documented increases in *speed, *reliability, *service redundancy, *new services, *service types
3	# of new businesses served (service available)	Stat's on Broadband service coverage (e.g. premises passed or within service area)
4	# households served (service available)	Stats on broadband service coverage (e.g. households passed or within serv. area)
5	# *of* anchor institutions added or upgraded (by sector)	Number and type of new anchor institutions subscribing to broadband service

1: **POP** – Point of Presence

	Increased Internet Skills, Adoption and Utilization in Target Groups	Data
1	Documented increase in skills among target group	Documented assessment of skills levels and skills learned: tool to be developed.
2	Broadband adoption among program participants	Conduct survey of program participants/target groups
3	Documented increase in utilization among target group	Develop and conduct survey of communities participating in project area – quantify users/uses/usage in project area

Impact Metrics may need to shift or adjust when the detailed action plan is finalized, or if any material change is made to the plan when the project commences in the region.

Northeast Region -- Metrics for Tracking Progress and Impacts

An important part of any plan is developing a means to track progress and determine impacts. Without the ability to track progress, plans can go off track without stakeholders knowing why or when. Tracking progress enables project leaders to keep on track, identify issues, and adjust the plan accordingly, while also providing the necessary accountability to OBOD for federal grant reporting.

The three **Objectives** are tied to the **Recommendations** (Section 7) which are associated with Action Plan **Components** (Section 8).

1. **Building local and regional leadership & capacity**
2. **Improving Small Business Utilization of the Internet**
3. **Improving Broadband to Commercial and Industrial Areas**

Building local and regional leadership & capacity		
	Metric:	*Data:*
1a	Regional body and ADD level working groups are established and committees defined	• Creation of organizational parameters that define structure, mandate, accountability and membership. • Endorsement of group parameters is affirmed by key stakeholders.
1b	Secure Funding Sources	• Document names, contacts status of funders approached, • Status of applications submitted • Details/terms/conditions of funds secured, and status funds to be distributed
1c	Recruited key stakeholders / individuals for community leadership group(s)	• Membership of targeted leadership group identified, invited • New individuals and stakeholders recruited to the Lead Body
1d	Delivered orientation sessions	• Number of presentations and participants (# TBD)
1e	Developed tactics to leverage State Broadband Initiatives	• Submitted & approved tactical plan
1f	Organized/ implemented webinars or face-to-face workshops	• Document number of presentations, community locations, participants, ongoing meetings scheduled in project area *(# TBD)*
1g& h	Established peer support and technical assistance program	• Document design of program, frequency of use, issues addressed, recruitment of volunteer or contractor presenters, and assess participant program impact

Improving Small Business Utilization of the Internet		Data
2a	Detailed action plan for both low and high levels of efforts	Completion of action plan.
2b	Resources/contact list	Production and circulation of list.

Improving Small Business Utilization of the Internet		Data
2c	Make educational presentations and workshops	Number of workshops and participants, including communities involved. (# TBD)
2d	Delivered on-site one-on-one training sessions	Number of workshops and participants, including communities involved. (# TBD)
2e	Deploy mentoring program	Establishment of program; number of mentors and participants. (# TBD)
2f	Conduct annual conference	Production of the event; number of participants, providers and small businesses. (# TBD)

Improving Broadband to Commercial and Industrial Areas		Data
3a	Defined standards for "competitive broadband"	Written statement on how to define standard of "competitive broadband"
3b	Leveraging Provider participation to regularly discuss availability issues in project area, solicit on-going input from the group on fragmentation and demand aggregation, begin broadband-specific collaboration among project leadership and Providers to improve communication, find ways to collectively improve availability	• Document provider attendees, info exchanged, etc. • # of availability gaps by commercial area or industrial park • Identify/document competitive dynamics of provider-attendees • Document provider input on concept of "collaborative" work w/providers • Document and develop availability "package" (for target areas projects) and collective provider "work plan" for problem solving
3c	Determination of fragmentation or concentration of demand	Databases with street level data, identifying geographic patterns of target areas and levels of existing and potential demand, as well as current level of service and broadband infrastructure
3d	Action plan with contingencies based on level of resources	Written plan

Impact Metrics

Impact Metrics measure overall benefit on Internet access in the project area. This is important to OBOD for NTIA federal grant reporting purposes and for other sponsor-funders who may become part of the effort as the project progresses. Measuring and tracking impacts allows project participants to determine whether their efforts are having the anticipated effect. For funders and sponsors, impact tracking provides critical input into future policy directions and budget allocations.

- ➢ **Improve broadband adoption and utilization by small businesses**
- ➢ **Improve competitive broadband in Commercial Areas**

Improve broadband adoption and utilization by small businesses	Data
1	Documented increase in skills among small businesses in project area	Assessment of skills levels and skills learned: tool to be developed.
2	Documented increase in utilization among small businesses in project area	Survey of participants

Improve competitive broadband in Commercial Areas	Data
1	# of POPs*1* and connected areas	Number of POP's – *new *expanded hrs. *expanded services *communities served in project area
2	Connectivity characteristics of services	Documented increases in *speed, *reliability, *service redundancy, *new services, *service types
3	# of new businesses served (service available)	Stat's on Broadband service coverage (e.g. premises passed or within service area)
4	# of anchor institutions added or upgraded (by sector)	Number and type of new anchor institutions subscribing to broadband service

1: **POP** – Point of Presence

Impact Metrics may need to shift or adjust when the detailed action plan is finalized, or if any material change is made to the plan when the project commences in the region.

Central Region -- Metrics for Tracking Progress and Impacts

An important part of any plan is developing a means to track progress and determine impacts. Without the ability to track progress, plans can go off track without stakeholders knowing why or when. Tracking progress enables project leaders to keep on track, identify issues, and adjust the plan accordingly, while also providing the necessary accountability to OBOD for federal grant reporting.

The three **Objectives** are tied to the **Recommendations** (Section 7) which are associated with Action Plan **Components** (Section 8).

1. **Building local and regional leadership & capacity**
2. **Enabling Broadband Availability**
3. *Enabling teleworking* through co-workspaces and entrepreneurial outreach initiatives

Building local and regional leadership & capacity		
	Metric	*Data*
1a	Lead regional body is established and involvement of WIBs on telework issues is operationalized	• Creation of organizational parameters that define structure, mandate, accountability and membership • Endorsement of group parameters is affirmed by key stakeholders
1b	Secure Funding Sources	• Document names, contacts status of funders approached • Status of applications submitted • Details/terms/conditions of funds secured, and status funds to be distributed
1c	Recruited key stakeholders / individuals for community leadership group(s)	• Membership of targeted leadership group identified, invited • New individuals and stakeholders recruited to the Lead Body
1d	Delivered orientation sessions	• Number of presentations and participants (# TBD)
1e	Developed tactics to leverage State broadband Initiatives	• Submitted & approved tactical plan
1f	Established Provider sub-Committee	• Document participants, meeting frequency & issues addressed • Over time, document solution collaboration, opportunities to fill availability gaps through partnership
1g	Identify goals for increasing telework	• Documentation of agreed goals

Building local and regional leadership & capacity

	Metric	Data
1h	Organized/ implemented webinars or face-to-face workshops	• Document number of presentations, community locations, participants, ongoing meetings scheduled in project area *(# TBD)*
1i & j	Established peer support and technical assistance program	• Document design of program, frequency of use, issues addressed, recruitment of volunteer or contractor presenters, and assess participant program impact.

Enabling Broadband Availability

	Metric	Data
2a (1)	Completed broadband availability information kit	• Finished kit content and subsequent updated kit at periodic intervals.
2a (2)	Distribution of information kit on broadband availability and public Internet access sites to local governments and stakeholders	• Points of distribution, activity log related to community use and engagement • Number of kits distributed, plus online tracking of access to kits (if online) *(# TBD)* • Plan/prepare for v2 updates, timing, team contributors, data sources
2b	Circulation, promotion and leveraging the "eLearning Module" on community approaches to improving broadband developed by OBOD	• Number of presentations • Names of groups addressed • # of Participants, # Target Group Types, Leadership Interest, Project Interest
2c	Use of regularly planned events for local governments to promote the ideas and materials available in this plan and on the eLearning website	• Number of presentations *(# TBD)* • Names of groups addressed • # of Participants, # Target Group Types, Leadership Interest, Project Interest
2d	Leveraging Broadband Provider sub-committee and regularly meet and discuss availability issues in project area, solicit on-going input from the group on their information package (Recommendation **a**), begin broadband-specific collaboration among project leadership and Providers to improve communication, find ways to collectively improve availability	• Document meetings, attendees, provider attendees, info exchanged, etc. • Document provider inputs on info package/overall use of package • # of availability gaps at the community level (areas w/community-based projects) • Identify/document competitive dynamics of provider-attendees • Document provider input on concept of "collaborative" work w/providers • Document and develop availability "package" (for areas w/community-based projects) and collective provider "work plan" for problem solving.
2e	Development and expansion of regional approaches – growth of base of participating communities, info sharing/collaboration, peer support, technical assistance	• # of new community initiatives launched • # and type of groups involved, total team involved • # of info "bulletins" and communication activity *(#TBD)* • # of tech assistance events or responses "logged" by lead group *(#TBD)*

	Enabling Telework Initiative	
	Metric	*Data*
3a	Inventory of activities and resources on remote work	• Production of inventory
3b	Outreach to communities and organizations potentially interested in telework	Documentation of outreach efforts Number of communities and organizations interested in participating in a telework initiative
3c	Detailed action plan	Production of work plan with specific objectives, tasks, responsibilities and time lines.
3d	Identification of potential sites for co-telework facilities in Central Region	Production of list; number of communities and local leaders.
3e	Facilitate discussions with Provider subcommittee to identify last-mile service options for prospective facilities and teleworkers	Establishment of process between providers and communities. Number of communities taking this step.
3f	Assist rural communities in identifying street level areas that do and do not support remote work	Number of communities starting and completing this task.

Impact Metrics

Impact Metrics measure overall benefit on Internet access and utilization in the project area. This is important to OBOD for NTIA federal grant reporting purposes and for other sponsor-funders who may become part of the effort as the project progresses. Measuring and tracking impacts allows project participants to determine whether their efforts are having the anticipated effect. For funders and sponsors, impact tracking provides critical input into future policy directions and budget allocations.

➤ **Improved Access to Broadband Infrastructure - Rural**
➤ **New Teleworking Opportunities and Increased Levels of Teleworking within the Region**

	Improved Access to Broadband Infrastructure – Rural	**Data**
1	# of POPs*1* and connected areas	Number of POP's – *new *expanded hrs. *expanded services *communities served in project area
2	Connectivity characteristics of services	Documented increases in *speed, *reliability, *service redundancy, *new services, *service types
3	# of new businesses served (service available)	Stat's on Broadband service coverage (e.g. premises passed or within service area)
4	# households served (service available)	Stats on broadband service coverage (e.g. households passed or within serv. area)
5	# of anchor institutions added or upgraded (by sector)	Number and type of new anchor institutions subscribing to broadband service

1: **POP** – Point of Presence

Increased Teleworking	Data
1	Establishment of new co-telework facilities	• Number of new sites and work spaces
2	Number of new teleworkers	• New participants in Kentucky Teleworks from the project area
3	Increase in the number of areas that have the connectivity required to telework	• Number of households and sites (impacted by project activities)

Impact Metrics may need to shift or adjust when the detailed action plan is finalized, or if any material change is made to the plan when the project commences in the region.

Appendix D: Action Plans

North Region – Action Plan for Broadband in North Kentucky Project Area

The action plan components included in this section are preliminary. They begin to outline the tasks, timelines, and responsibilities reflected in the recommendations in Section 7. It is expected that this outline will be adjusted with more additional detail as the plan is implemented, to reflect the availability of resources and with more information being developed for the work required for implementation.

Objective 1: Build Local and Regional Leadership and Capacity

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1a	Establish Regional Lead Body	Recruit & confirm involvement and level of commitment	KIPDA, NKADD, Kentucky Connected		1	Establish committees and subcommittees
1b	Secure Funding Sources	Approach potential funders	KIPDA, NKADD, Kentucky Connected, work groups		2 (ongoing)	Submit funding applications, research others
1c	Expand leadership (Community Level)	Recruit new community leaders & stakeholders	KIPDA, NKADD, Kentucky Connected, work groups	K – 12 Superintendents & principals; commercial property owners; technical college; members outside of government	1,2	Leaders with focus on rural residential and commercial broadband, as well as economic development
1d	Orientation Sessions	Provide orientation sessions – for individual & organization leadership	KIPDA, NKADD, Kentucky Connected, work groups	K–12 Superintendents & principals; post-secondary institutions, non-government stakeholders	2	At least two webinar or face-to-face orientation session
1e	Tactical develop. to leverage State initiatives	Develop tactics that fully leverage State Broadband initiatives	KIPDA, NKADD, Kentucky Connected, work groups	Local government or business contact w/PR skills and project interest	2	*e-Link to appropriate state web sites *Connect/coordinate with state on PR progress reporting

Strategic Plan - KY Broadband Planning

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1f	Establish Provider sub-Committee	Build partner relationships and problem solving approach	KIPDA, NKADD, Kentucky Connected	Project area providers and utilities	1,2	Group becomes an input source on availability gaps in the project area
1g	Organize a series of webinars or face-to-face workshops	Raise awareness and support local community leaders in developing local broadband planning and outreach	KIPDA, NKADD, Kentucky Connected, work groups		Subject to resources	Community oriented workshops and webinars
1h	Establish peer support	Facilitate peer support for community leadership	KIPDA, NKADD, Kentucky Connected, work groups	Technical college, commercial business, Local Gov., tech service providers , BB Providers	Subject to resources	Functioning community leadership peer group
1i	Provide technical assistance program	Provide community leaders with access to resources, technical skills and experience	KIPDA, NKADD, Kentucky Connected, work groups	Technical college, commercial business, local Gov., tech service providers , BB Providers	Subject to resources	Technical assistance program provides expertise and education to community leaders and stakeholders

Objective 2: *Enabling nationally competitive broadband for commercial enterprises along the I-71 Corridor*

Component		What	Who	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
2a	Determine standards for "nationally competitive broadband"	Research other regions	Working group, Kentucky Connected	Broadband service providers, economic development agencies, other institutions and academia (researchers)	2 to 3	Definition of "nationally competitive broadband" as applied to the I-71 Corridor

| 2b | Leverage the Broadband Provider sub-committee | Leverage sub-committee: *regularly meet *discuss availability issues *solicit on-going input | KIPDA, NKADD, Representative *Provider-appointed Leader | Providers with service in project area and other regional providers | 2 to 3 ongoing

Frequency TBD | *Input on fragmentation and demand aggregation; *collaboration on gaps *review and share SBI coverage data and State/Nationwide trends |
| 2c | Determine fragmentation or concentration of demand | Conduct survey of commercial areas | Working group, Kentucky Connected | Education sector – students | 2 to 4 | Documentation of current and future "effective" demand relative to supply |

Objective 3: *Improving Broadband Availability in Residential Areas*

Component (with Section 7 Reference Number)	What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
3a Develop and circulate information package	Agree on design and approach to information package	KIPDA, NKADD, work group	Providers, Local Govt., GIS person, Chambers	2-3	Agreement on content, packaging, and points of distribution at communities in project area.
	Produce and distribute package	KIPDA, NKADD, work group	Local media, education sector.	2 & ongoing	Package sent to local governments, officials, and stakeholders.
3b Promote & leverage eLearning modules	Promote eLearning & outreach activities: Webinars; presentations;	KIPDA, NKADD, & Community Leadership	Local media, education sector.	3 - 4 & ongoing	Participation of interested individuals and stakeholders; identification of local projects.
3c Regularly planned events	Promote/support local broadband availability initiatives, ideas, materials (see tech assistance 1i: Leadership).	KIPDA, NKADD, & Community Leadership	Muni and county gov; utilities and Providers.	Subject to resources	Better Broadband info on services to unserved or underserved households in the project area.
3d Leverage the Broadband Provider sub-committee	Leverage sub-committee: *regularly meet *discuss availability issues *solicit on-going input *input on information package	KIPDA, NKADD, Representative *Provider-appointed Leader	Providers with service in project area and others from region.	2 & ongoing Frequency TBD	*Discuss availability issues *Solicit input on information package * Begin collaboration on avail. Gaps *Review and share SBI coverage data and trends in State/Nationwide

	Component (with Section 7 Reference Number)	What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
3e	Expand participation of local internet initiatives to more communities	Build on initial project work, grow the number of participating communities, info sharing/collaboration., peer support, technical assistance.	KIPDA, NKADD, working group.	Local Gov; K–12 superintendents & principals;	3 - 4 & ongoing (Subject to resources)	More community participation with interested individuals and stakeholders; identify more/new local projects.

East Region -- Action Plan for Broadband in East Kentucky Project Area

The action plan components included in this section are preliminary. They begin to outline the tasks, timelines, and responsibilities reflected in the recommendations in Section 7. It is expected that this outline will be adjusted with more additional detail as the plan is implemented, to reflect the availability of resources and with more information being developed for the work required for implementation.

Objective 1: Build Local and Regional Leadership and Capacity

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1a	Establish Regional Lead Body	Recruit & Confirm involvement and level of commitment	KRADD		1	Establish working groups
1b	Secure Funding	Approach potential funders	KRADD & Work Group		2 (ongoing)	Submit funding applications, research others
1c	Expand leadership (community Level)	Recruit new community leaders & stakeholders	KRADD & Work Group	K – 12 Superintendents & principals; members outside of gov.	1,2	Leaders with focus on priority areas
1d	Orientation Sessions	Provide orientation sessions – for individual & organization leadership	KRADD & Work Group	K–12 Superintendents & principals; members outside of gov.	2	At least two webinar or face-to-face orientation session.
1e	Tactical develop. to leverage State initiatives	Develop tactics that fully leverage State Broadband initiatives.	KRADD & Work Group	Local gov. or business contact with PR skills and project interest	2	*e-Link to appropriate state web sites *Connect/coordinate with state on PR progress reporting
1f	Establish Provider sub-Committee	Build partner relationships and problem solving approach	KRADD Representative	Project area providers, utilities.	1,2	Group becomes an input source on availability gaps in the project area.

Component (with Section 7 Reference Number)	What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1g	Organize a series of webinars or face-to-face workshops	Raise awareness and support local community leaders in developing local broadband planning and outreach.	KRADD & Community Leaders		Subject to resources	Community oriented workshops and webinars.
1h	Establish peer support and	Facilitate peer support for community leadership	KRADD & Community Leaders	Commercial businesses, local Gov., tech service providers , BB Providers,	Subject to resources	Functioning community leadership peer group.
1i	Provide technical assistance program	Provide community leaders with access to resources, technical skills and experience	KRADD & Community Leaders	Commercial businesses, local Gov., tech service providers , BB Providers	Subject to resources	Technical assistance program provides expertise and education to community leaders and stakeholders.

Objective 2.1: Improving Local e-Government Services – Online Payment

Component (with Section 7 Reference Number)	What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
2.1a	Convene meeting of agencies; Determine interest and requirements	Identify requirements and framework for assessing option	KRADD	Local utilities, local governments	2 & 3 (Ongoing)	Agreement to proceed; process for collecting data on agency requirements
2.1b	Assess options for a collaborative online payment system	Collect and analyze information Develop options and recommendations	KRADD	Local utilities, local governments	3 & 4	Data collection. Identification of preferred option(s)

Component (with Section 7 Reference Number)	What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
2.1c	Determine willingness to participate in coordinated online payment service	Meet with local government officials to determine willingness to implement	KRADD	Local utilities, local governments	5, 6	Establish agreement on whether to proceed

Objective 2b: Improving Local e-Government Services – Online Portal

Component (with Section 7 Reference Number)	What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
2.2a	Identify and assess a coordinated approach to Local Government Community Portal(s)	Convene working group -- *explore broader/coordinated *e*Gov in project area *I.D. requirements& framework	KRADD	Community organizations, non-profits, local governments	2 &3	Decide approach, objectives, leadership, *e*Gov priorities, and timelines for moving forward to achieve incremental milestones
2.2b	Identify and assess current online resources in the KRADD Region	Identify issues, gaps, and opportunity for stronger local e-government presence	KRADD together with working group	Community organizations, non-profits, local governments	3 & 4	Description of current situation and options for enhanced presence
2.2c	Solicit community input and participation in online services	Identify barriers and approaches to ensure broad community use of online presence supported or managed by local government	KRADD together with working group	Community organizations, non-profits, local governments	Subject to resources	Assessment of public support for and participation in a broader local e-Gov't presence
2.2d	Recommendations to regional broadband body regarding the desirability and direction of a Regional Online Portal for e-Government		KRADD together with working group		Subject to resources	Recommendations for stronger local e-Gov't presence.

Objective 3: Enabling Broadband Availability

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
3a	Develop and circulate information package	Agree on design and approach to information package	KRADD	Providers, Local Govt., GIS person, Chambers	2-3	Agreement on content, packaging, and points of distribution at communities in project area
		Produce and distribute package	KRADD	Local media, education sector.	2 & ongoing	Package sent to local governments, officials, and stakeholders
3b	Promote & leverage eLearning modules	Promote eLearning & outreach activities: Webinars; presentations;	KRADD & Community Leadership	Local media, education sector.	3 - 4 & ongoing	Participation of interested individuals and stakeholders; identification of local projects
3c	Regularly planned events	Promote/support local broadband availability initiatives, ideas, materials (see tech assistance 1i: Leadership)	KRADD & Community Leadership	Muni and county gov; utilities and Providers	Subject to resources	Better Broadband info on services to unserved or underserved households the project area
3d	Leverage the Broadband Provider sub-committee	Leverage sub-committee: *regularly meet *discuss availability issues *solicit on-going input *input on information package	*KRADD Representative *Provider-appointed Leader	Providers with service in project area and others from region	2 & ongoing Frequency TBD	*Discuss availability issues *Solicit input on information package * Begin collaboration on avail. Gaps *Review and share SBI coverage data and trends in State/Nationwide
3e	Expand participation of local internet initiatives to more communities	Build on initial project work, grow the number of participating communities, info sharing/collaboration, peer support, technical assistance	KRADD & Working Group	Local Govt; K–12 superintendents & principals	3 - 4 & ongoing Subject to resources	More community participation with interested individuals and stakeholders; identify more/new local projects

West Region – Action Plan for Broadband in West Kentucky Project Area

The action plan components included in this section are preliminary. They begin to outline the tasks, timelines, and responsibilities reflected in the recommendations in Section 7. It is expected that this outline will be adjusted with more additional detail as the plan is implemented, to reflect the availability of resources and with more information being developed for the work required for implementation.

Objective 1: Build Local and Regional Leadership and Capacity

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1a	Establish Regional Lead Body	Recruit & confirm involvement and level of commitment	PuADD & Work Group		1	Establish committees and subcommittees
1b	Secure Funding Sources	Approach potential funders	PuADD & Work Group	Delta River Authority & others	2 (ongoing)	Submit funding applications, research others
1c	Expand leadership (Community Level)	Recruit new community leaders & stakeholders	PuADD & Work Group	K – 12 Superintendents & principals; IAC Sponsors; Members outside of gov.	1,2	Leaders with focus on public Internet access.
1d	Orientation Sessions	Provide orientation sessions – for individual & organization leadership	PuADD & Work Group	K–12 Superintendents & principals; Murray State; IAC Sponsors; Members out of gov.	2	At least two webinar or face-to-face orientation session.
1e	Tactical develop. to leverage State initiatives	Develop tactics that fully leverage State Broadband initiatives.	PuADD & Work Group	Local gov. or business contact w/PR skills and project interest	2	*e-Link to appropriate state web sites *Connect/coordinate with state on PR progress reporting
1f	Establish Provider sub-Committee	Build partner relationships and problem solving approach	PuADD & Work Group	Project area providers, utilities, GRADD, QWireless, Fastnet, others	1,2	Group becomes an input source on availability gaps in the project area.

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1g	Organize a series of webinars or face-to-face workshops	Raise awareness and support local community leaders in developing local broadband planning and outreach.	PuADD, Community Leaders		Subject to resources	Community oriented workshops and webinars.
1h	Establish peer support and	Facilitate peer support for community leadership	PuADD, Community Leaders	Murray State University, Commercial Business, Local Gov., tech service providers , BB Providers,	Subject to resources	Functioning community leadership peer group.
1i	Provide technical assistance program	Provide community leaders with access to resources, technical skills and experience	PuADD, Community Leaders	Murray State University, Commercial Business, Local Gov., tech service providers , BB Providers,	Subject to resources	Technical assistance program provides expertise and education to community leaders and stakeholders.

Objective 2: Enabling Broadband Availability

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
2a	Develop and circulate information package	Agree on design and approach to information package	PuADD	Providers, Local Govt., GIS person, Chambers	2-3	Agreement on content, packaging, and points of distribution at communities in project area.
		Produce and distribute package	PuADD	Local media, education sector.	2 & ongoing	Package sent to local governments, officials, and stakeholders.
2b	Promote & leverage eLearning modules	Promote eLearning & outreach activities: Webinars; presentations;	PuADD & Community Leadership	Local media, education sector.	3 - 4 & ongoing	Participation of interested individuals and stakeholders; identification of local projects.

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
2c	Regularly planned events	Promote/support local broadband availability initiatives, ideas, materials (see tech assistance 1i: Leadership)	PuADD & Community Leadership	Muni and county gov; utilities and Providers.	Subject to resources	Better Broadband info on services to unserved or underserved households in the project area.
2d	Leverage the Broadband Provider sub-committee	Leverage sub-committee: *regularly meet *discuss availability issues *solicit on-going input *input on information package	*PuADD Representative *Provider-appointed Leader	Providers with service in project area and others from region.	2 & ongoing Frequency TBD	*Discuss availability issues *Solicit input on information package * Begin collaboration on avail. Gaps *Review and share SBI coverage data and trends in State/Nationwide
2e	Expand participation of local internet initiatives to more communities	Build on initial project work, grow the number of participating communities, info sharing/collaboration., peer support, technical assistance.	PuADD & Work Group	Local Govt; K–12 superintendents & principals; Seniors groups; Other social services.	3 - 4 & ongoing (Subject to resources)	More community participation with interested individuals and stakeholders; identify more/new local projects.

Objective 3: Improving Internet Access

Component (with Section 7 Reference Number)		What	Initial Leadership	Others Stakeholders & Local Leaders	Begin (Month)	Outcome
3a	Expand the Lead Body to include IAC stakeholders	See leadership section, 1b	Purchase ADD & Working Group	Educators, Town Gov., Chambers, Commercial Bus.	2-3	Project leadership that includes IAC stakeholders and related constituent groups

Strategic Plan - KY Broadband Planning

Component (with Section 7 Reference Number)		What	Initial Leadership	Others Stakeholders & Local Leaders	Begin (Month)	Outcome
3b	Develop detailed action plan	Actions, tasks, participants, rolls & responsibilities, time lines	Purchase ADD & Working Group	Current providers of access sites, Educators, Town Gov., Chambers, Commercial Business	2-3	Documented & detailed actions and tactics that support the BB plan.
3c	Conduct survey of existing sites	Design survey; collect contact information; deploy survey; gather and analyze data	Working group on public access	Current providers of access sites; Student volunteers	3-5	Identification of interested organization; obtain data on current sites – technology, hours of operation, facility, staffing, existing program information.
3d	Organize workshops for existing sites	Design and deliver educational workshops for target groups	Working group on public access	Current providers of access sites; others	3-5	Shared understanding of challenges and opportunities. Agreement to participate.
3e	Identify new Hot Spots	Identify potential Wi-Fi hot spot sites	Working group on public access	Student volunteers	4-5	Potential sites and proponents identified.
3f	Recruit organizations/sponsor groups and facilities	ID local agencies who work with target groups, discuss programing and potential facilities	Working group on public access	Current access site providers, local social support agencies, others	4-5	Stakeholder commitment to new programming, additional IAC sites identified
3g	Develop new programming/hours	Delivery of new programing and expand hours at IAC's	Working group on public access	Current access site providers, service organizations, commercial sponsors, others	Subject to resources	New programs designed for specific target groups. Increased Internet skills, adoption, and utilization.
3h	Examine alternative approaches to Public Internet Access	Explore opportunities such as Life-Line, free or low cost computers	Purchase ADD & Working Group	Community groups	Subject to resources	New alternatives identified, begin advanced action planning.

Northeast Region -- Action Plan for Broadband in Northeast Kentucky Project Area

The action plan components included in this section are preliminary. They begin to outline the tasks, timelines, and responsibilities reflected in the recommendations in Section 7. It is expected that this outline will be adjusted with more additional detail as the plan is implemented, to reflect the availability of resources and with more information being developed for the work required for implementation.

Objective 1: Build Local and Regional Leadership and Capacity

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1a	Establish Leadership Groups (regional and ADD level)	Confirm involvement and level of commitment	ADDs, Chambers of Commerce, Morehead SBDC	Internet Service Providers (ISPs)	1	Establish committees and subcommittees
1b	Secure Funding Sources	Approach potential funders	Regional and local leadership		2 (ongoing)	Submit funding applications, research others
1c	Expand leadership (Community Level)	Recruit new community leaders & stakeholders	ADDs, Chambers of Commerce, Morehead SBDC	Muni government; local individual/ business stakeholders; commercial property owners; members outside of government, ISPs	1,2	Leaders with focus on competitive commercial Internet services and small business Internet utilization
1d	Orientation Sessions	Provide orientation sessions – for individual & organization leadership	Regional and Add level leadership	K–12 Superintendents & principals; members outside of gov.	2	At least two webinar or face-to-face orientation session
1e	Develop tactics to leverage State initiatives	Develop tactics that fully leverage State Broadband initiatives	Regional and ADD level leadership	Local government or business contact w/PR skills and project interest	2	*e-Link to appropriate state web sites *Connect/coordinate with state on PR progress reporting
1f	Organize a series of webinars or face-to-face workshops	Raise awareness and support local community leaders in developing local broadband planning and outreach.	Regional and ADD level leadership	Morehead SBDC, tech companies/providers	Subject to resources	Community oriented workshops and webinars

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1g	Establish peer support	Facilitate peer support for community leadership	Regional and ADD level leadership	Commercial businesses, local Gov., tech service providers, BB Providers	Subject to resources	Functioning community leadership peer group
1h	Provide technical assistance program	Provide community leaders with access to resources, technical skills and experience	Regional and ADD level leadership	Commercial businesses, local Gov., tech service providers, BB Providers	Subject to resources	Technical assistance program provides expertise and education to community leaders and stakeholders

Objective 2: *Improving Small Business Utilization of the Internet*

Component		What	Initial Leadership	Other Stakeholders and Local Leadership	Month	Outcome
2a	Develop a work plan with tactics that builds on plan's recommendation & strategy	Detailed plan to address needs of small businesses.	Regional body with ADD level and local leadership		2	Agreed course of action with concrete commitments and tasks
2b	Develop and maintain a resources/contact list	Reach out to vendors and resources with invitation to be on regional list	Regional body	Larger firms in area, technology providers, Kentucky Chamber of Commerce.	2, ongoing	Database of information sources and technical advice from vendors and other resources.
2c	Organize & conduct educational presentations and workshops	Local delivery of group sessions to small businesses	ADD level working groups		2 ongoing	Improved use of specific tools or online resources by participating businesses
2d	On-site one-on-one training sessions	Delivery of training activities	ADD level working groups		Subject to resources	Improved use of specific tools or online resources by participating businesses
2e	Develop a mentoring program	Design and implement self-sustaining mentoring	Regional body and ADD level working groups		Subject to resources	Better interaction and improved "network" of business support

	Component	What	Initial Leadership	Other Stakeholders and Local Leadership	Month	Outcome
2f	Organization of an annual conference	Highlights Internet Service Providers (ISPs) and Internet applications for business - cloud solutions, training, etc.	Regional body with ADD level and local leadership		Subject to resources	Build strategic relationships with tech service Providers and business community

Objective 3: *Improving Broadband to Commercial and Industrial Areas*

	Component	What	Who	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
3a	Determine standards for "competitive broadband"	Research other regions	Regional body	Service providers, property owners, economic development agencies	2 to 3	Definition of "competitive broadband" as applied to the Northeast Region
3b	Leverage the Provider participation on regional and ADD level working groups	*regularly discuss availability issues *solicit on-going input	Regional body and ADD level working groups	Providers with service in project area and others from region	2 & ongoing	*Input on fragmentation and demand aggregation; *collaboration on gaps *review and share SBI coverage data and State/Nationwide trends
3c	Determine fragmentation or concentration of demand	Conduct survey of commercial areas	ADD level	Education sector – students	2 to 4	Documentation of current and future "effective" demand relative to supply
3d	Develop action plan with tactics, along with funding contingencies	* Establish target areas * Establish 1 - 2 initial work areas	ADD level		4	*List of target areas, together with demand/supply data. * Work plan.

Central Region -- Action Plan for Broadband in Central Kentucky

The action plan components included in this section are a preliminary outline of tasks, timelines, and responsibilities that reflect the recommendations in Section 7. It is expected that this preliminary outline will be adjusted as the plan is implemented, reflecting availability of resources and a more detailed agreement on the work plan required for implementation.

Objective 1: Build Local and Regional Leadership and Capacity

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1a	Establish Lead Bodies	Confirm involvement and level of commitment	LTADD, BRADD, LCADD, WIBs	Univ. of Western Kentucky	1	Establish leadership groups for both broadband availability and teleworking.
1b	Secure Funding	Approach potential funders	LTADD, BRADD, LCADD, WIBs		2 *(ongoing)*	Submit funding applications, research others.
1c	Expand leadership (community Level)	Recruit new community leaders & stakeholders	Regional entity	K12 Superintendents, principals, local business, other members outside of gov.	1,2	Leaders with focus on rural residential Internet availability and telework issues.
1d	Orientation Sessions	Provide orientation sessions – for individual & organization leadership	Regional entity	K12 Superintendents, principals, local business, other members outside of gov.	2	At least two webinar or face-to-face orientation session.
1e	Tactical development to leverage State initiatives	Develop tactics that fully leverage State Broadband initiatives.	Regional entity	Local gov. or business contacts w/PR skills and project interest	2	*e-Link to appropriate state web sites. *Connect/coordinate with state on PR progress reporting.
1f	Establish Provider Sub-Committee	Build partner relationships and collaborative problem solving approach	Regional entity Representative to Sub-Committee	Providers serving the project area, utilities, regional and statewide providers	1,2	Committee becomes an input source on availability gaps, and the group collaborates on solutions
1g	Identify goals for increasing telework opportunities	Work with Kentucky Teleworks and Kentucky Workforce Cabinet	LTADD, BRADD, LCADD, WIBs	Kentucky Teleworks and Kentucky Workforce Cabinet	Subject to resources	Statement of goals.

Strategic Plan - KY Broadband Planning

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders and Local Leadership	Begin Month	Outcome
1h	Identify local projects through a series of webinars or face-to-face workshops	Raise awareness and support local community leaders in developing local broadband planning and outreach.	Regional entity		Subject to resources	Community oriented workshops and webinars. Communities interested in initiatives are identified.
1i	Establish peer support	Facilitate peer support for community leadership	Regional entity	Commercial businesses, local Gov., tech service providers , BB Providers,	Subject to resources	Functioning community leadership peer group.
1j	Provide technical assistance program	Provide community leaders with access to resources, technical skills and experience	Regional entity	Commercial businesses, local Gov., tech service providers , BB Providers	Subject to resources	Technical assistance program provides expertise and education to community leaders and stakeholders.

Objective 2: **Enabling Broadband Availability**

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
2a	Develop and circulate information package	Agree on design and approach to information package	Regional entity	Providers, Local Govt.	2-3	Agreement on content, packaging, and points of distribution at communities in project area
		Produce and distribute package	Regional entity	Local media, education sector.	2 & ongoing	Package sent to local governments, officials, and stakeholders
2b	Promote & leverage eLearning modules	Promote eLearning & outreach activities: Webinars; presentations;	Regional entity	Local media, education sector.	3 - 4 & ongoing	Participation of interested individuals and stakeholders; identification of local projects

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
2c	Regularly planned events	Promote/support local broadband availability initiatives, ideas, materials (see tech assistance 1i: Leadership)	Regional entity	Muni and county gov; utilities and Providers	3 - 4 & ongoing	Better Broadband info on services to unserved or underserved households the project area
2d	Leverage the Broadband Provider sub-committee	Leverage sub-committee: *regularly meet *discuss availability issues *solicit on-going input *input on information package	Regional entity	Providers with service in project area and others from region	2 & ongoing Frequency TBD	*Discuss availability issues *Solicit input on information package * Begin collaboration on avail. Gaps *Review and share SBI coverage data and trends in State/Nationwide
2e	Expand participation of local internet initiatives to more communities	Build on initial project work, grow the number of participating communities, info sharing/collaboration, peer support, technical assistance	Regional entity	Local Gov, K–12 Superintendents & principals, local business and others outside of gov.	3 - 4 & ongoing Subject to resources	More community participation with interested individuals and stakeholders; identify more/new local projects

Objective 3: *Enabling Telework Opportunities*

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
3a	Inventory activities and resources on remote work	Develop inventory for assessment and outreach.	Regional entity WIB/WIA Directors	Local media, education sector.	2	Document with list of resources, activities and contact information
3b	Outreach to communities and organizations	Identify potential partners and projects. Coordinate with Objectives 1 & 2	Regional entity WIB/WIA Directors	Local media, education sector. Municipal and county gov't s.	2	Participation of interested individuals and stakeholders in events; *Identification of potential local projects.*

Component (with Section 7 Reference Number)		What	Initial Leadership	Other Stakeholders & Local Leadership	Begin (Month)	Outcome
3c	Develop Work Plan	Agree on design and approach to information package	Regional entity WIB/WIA Directors	Univ. of Western Kentucky	2	Approved work plan
3d	Identify potential co-work facilities	Identify candidate communities and related information	Regional entity		3	List of potential communities, with description of opportunity and leadership.
3e	Facilitate discussions with Provider subcommittee to identify last-mile service options for prospective facilities and teleworkers	Educate local stakeholders on process and tools for documenting broadband availability	Regional entity	Providers	Subject to resources	Proposed solutions to last-mile challenges related to specific telework opportunities.
3f	Assist rural communities in identifying street level areas that do not support remote work, as well as areas that do support remote work activities		Regional entity	Local schools	Subject to resources	Documentation at street level of broadband service for target areas in participating communities.